Section 5:
Importance-Satisfaction Analysis

2005 Importance-Satisfaction Analysis
Miami-Dade County, Florida

Overview

Today, city and county officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the <u>highest importance to citizens</u>; and (2) to target resources toward those services where <u>citizens are the least satisfied.</u>

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for the services their city or county provides. The Importance-Satisfaction rating is based on the concept that cities and counties will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the County to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the County's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Among the public safety services that were rated, respondents were asked to identify which service they thought should receive the most emphasis over the next two years. Sixteen percent (16%) of the residents surveyed selected *the overall quality of police services* as one of their top choices. The combined sum of 15% ranked *the quality of police services* as the fourth most important public safety service to emphasize over the next two years.

With regard to satisfaction, *the quality of police services* ranked third overall with 61% rating *the quality of police services* as a "4" or a "5" on a 5-point scale excluding "don't know" responses. The I-S rating for <u>*the quality of police services*</u> was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 16% was multiplied by 39% (1-0.61). This calculation yielded an I-S rating of 0.0624, which was ranked fifth out of eleven county public safety categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service

- if none (0%) of the respondents selected the service as one of the most important areas for the County to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should generally continue to receive the current level of emphasis, but may require more emphasis in specific areas.
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- *Definitely Increase Emphasis (IS>=0.20)*

- *Increase Current Emphasis (0.10<=IS<0.20)*

- *Maintain Current Emphasis (IS<0.10)*

The following page contains the I-S ratings for the County of Miami-Dade, Florida.

Importance-Satisfaction Rating
Miami-Dade County - 2005
<u>PUBLIC SAFETY</u>
For Miami-Dade Police Service Areas Only

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Enforcement of local traffic laws*	24%	1	44%	11	0.1344	**1**
Police efforts to prevent property crime*	23%	2	48%	8	0.1196	**2**
Medium Priority (IS <.10)						
Courtesy, respectfulness, fairness of police*	19%	3	48%	9	0.0988	**3**
Police efforts to prevent violent crime*	16%	4	51%	6	0.0784	**4**
Quality of police services*	16%	4	61%	3	0.0624	**5**
Access to police during non-emergencies*	10%	7	46%	10	0.0540	**6**
Quality of the County's emergency preparedness	13%	6	60%	4	0.0520	**7**
Quality of animal care and control services	8%	8	51%	7	0.0392	**8**
Access to police during emergencies*	8%	8	54%	5	0.0368	**9**
Quality of local emergency/ambulance services***	4%	10	79%	2	0.0084	**10**
Quality of fire services**	2%	11	82%	1	0.0036	**11**

*Police Service Only Area
**Fire Station Service Area Only
**Fire Rescue Service Area Only

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:   The "Most Important" percentage represents the sum of the first, second, and third
most important responses for each item. Respondents were asked to identify
the items they thought should receive the most emphasis over the next two years.

Satisfaction %:   The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.'
Respondents ranked their level of satisfaction with the each of the items on a scale
of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating
Miami-Dade County - 2005
<u>Street Maintenance</u>

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Prevention of street flooding on major streets*	21%	1	39%	14	0.1281	**1**
Prevention of street flooding on side streets*	18%	2	41%	12	0.1062	**2**
Medium Priority (IS <.10)						
Overall smoothness of major streets*	17%	3	51%	6	0.0833	**3**
Overall cleanliness of major streets*	15%	4	48%	8	0.0780	**4**
Overall smoothness of side streets*	11%	5	51%	7	0.0539	**5**
Overall cleanliness of side streets*	10%	6	49%	9	0.0510	**6**
Curbside bulky waste collection**	10%	6	57%	3	0.0430	**7**
Tree canopy along major streets*	7%	8	40%	13	0.0420	**8**
Landscaping along major streets/in medians*	7%	8	48%	10	0.0364	**9**
Tree canopy along side streets*	6%	8	43%	11	0.0342	**10**
Quality of road signs along major streets*	7%	11	55%	4	0.0315	**11**
Quality of road signs along side streets*	5%	12	54%	5	0.0230	**12**
Curbside recycling services**	4%	13	73%	2	0.0108	**13**
Curbside garbage collection services**	4%	13	81%	1	0.0076	**14**

*Residents Who Live Within 1 Mile of County Maintaned Roads Only

**USMA Service Area Only

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating
Miami-Dade County - 2005
Mass Transit

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Frequency of bus services	20%	1	24%	13	0.1520	1
Bus routes go where I need to go	17%	2	35%	9	0.1105	2
Medium Priority (IS <.10)						
Reliability of bus services	8%	5	30%	12	0.0560	3
Feeling of safety at the bus stops	8%	4	33%	11	0.0536	4
Feeling of safety at the train stops	9%	3	44%	6	0.0504	5
Ease of access to train stops	7%	6	45%	4	0.0385	6
Frequency of train services	7%	7	54%	2	0.0322	7
Cleanliness of trains	5%	8	44%	7	0.0280	8
Cleanliness of bus stops	3%	11	36%	10	0.0192	9
Cleanliness of buses	3%	12	41%	8	0.0177	10
Courtesy of bus drivers	3%	9	44%	5	0.0168	11
Reliability of train services	3%	10	57%	1	0.0129	12
Cleanliness of train stops	2%	13	46%	3	0.0108	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating
Miami-Dade County - 2005
<u>Customer Service</u>

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
The County employees went the extra mile	21%	2	28%	6	0.1512	1
It was easy to find someone to address my request	26%	1	44%	4	0.1456	2
The response time was reasonable	19%	3	44%	3	0.1064	3
Medium Priority (IS <.10)						
I was able to get my question/concern resolved	18%	4	49%	2	0.0918	4
The County employees were courteous/professional	14%	5	54%	1	0.0644	5
I was satisfied with my experience	4%	6	42%	5	0.0232	6

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating
Miami-Dade County - 2005
<u>Library Services</u>

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Availability of the materials you need	18%	1	66%	3	0.0612	1
Hours libraries are open	16%	2	66%	4	0.0544	2
Quality of the County's library system	9%	3	72%	1	0.0252	3
Quality of library facilities maintenance	6%	4	71%	2	0.0174	4

*Library Service Only Area

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %. The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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